LEO BURNETT COMPANY, *Inc.*
Ad No. 182—Req. No. 82203—1 page—B&W—7" x 10"—Corporate Publications, 1971 (A)
Printed in U.S.A.

He'd rather chew his tongue than sugarless gum.

Until now.

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Introducing Smile Gum.

Most kids have been turned off by sugarless gums. Because they taste sugarless.

Now there's a new sugarless gum, Smile. Smile is the first sugarless gum that doesn't taste sugarless. You'll like Smile because it won't cause cavities. But your kids will like it because it doesn't taste like it won't cause cavities.

Available in 4 bright flavors: Spearmint, Fruit, Peppermint and Cinnamon.

CLARK Diet Smile *SUGAR FREE GUM

It doesn't taste like it won't cause cavities.

Source: https://www.industrydocuments.ucsf.edu/docs/jpvv2061034033